

Elliot Diamond

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EXPERIENCE

10+ years producing digital and print advertising campaigns for major software, technology and consumer brands. Expertise in developing strategy and leading teams in the execution of websites, advertising and social media campaigns and brand identity programs.

SKOW Advertising, San Francisco CA

Senior Producer

March 2009 – May 2011

- Responsible for the day-to-day operations of 6 FTE advertising agency.
- Served as daily client contact for all accounts; created and led new business pitches with agency president.
- Developed strategy, messaging and project plans for integrated, multi-channel advertising campaigns.
- Wrote creative briefs and provided direction to creative and development teams.
- Oversight of all aspects of development and delivery for advertising campaigns, websites, brand identity programs, including work produced by creative and development teams.
- Authored content strategy and communications plan for Symantec global partner initiative; deliverables included: website design / development, digital and print promotional materials.
- Served as information architect for Microsoft IT community website redesign; developed and presented sitemap and wireframes.

Production Manager

January 2007 – February 2009

- Managed production of all interactive and print campaign deliverables.
- Served as technical client contact for all campaigns; assisted client's technical teams in implementation of final deliverables.
- Responsible for developing relationships with and managing external vendors.
- Provided guidance on and ensured all creative employed the most effective technologies.
- Increased agency efficiency by overhauling workflow process and standardizing rate card.

Clients included VMware, Symantec, Wells Fargo, Linden Lab and Microsoft.

Macromedia / Adobe, San Francisco, CA

Senior Interactive Producer

September 2004 – April 2006

- Produced global digital advertising campaigns and web experiences from discovery to completion for in-house advertising studio.
- Responsible for managing cross-functional teams and external agencies throughout project life cycle.
- Produced photography shoots; sourced photographers, talent, locations and negotiated contracts.
- Lead producer for Breeze 5 (now Adobe Connect) product launch global campaign.
- Collaborated with Director of Production to assign resources for all studio projects.
- Concepted, wrote and edited integrated digital campaigns.

Wells Fargo Bank (Private Client Services), San Francisco, CA

Production Manager

December 2000 – August 2004

- Oversaw department workload (100+ projects / mth); determining priorities and assigning resources.
- Managed projects from inception to completion; included developing and tracking schedules, defining and communicating requirements to design teams and facilitating approvals.
- Selected, negotiated estimates with and managed external print and fulfillment vendors.
- Responsible for quality at all stages; scrutinizing comps, final files and press proofs.

Freelance

August 2006 – December 2006; March 2011 – Present

Project Management, Web Development

- Designed and produced lead generation email template system for solar development firm.
- Developed website (XHTML, CSS & JavaScript) for Bay Area Woodworking design firm: www.harrisonwd.com.
- Developed high-level information architecture, RFP and sourced design / development firm for launch of thefix.com.
- Web production and project management for Wired Magazine's online gear and gadgets review guide.

Photography

- Photographed clothing boutique's Spring 2012 line for use on website and marketing materials: www.carolinaboutique.com/store.
- Styled and photographed full product line and retail store for San Francisco chocolate retailer. Images currently used for in-store displays, website, advertising and seasonal promotional materials. Published in San Francisco Magazine, Bay Guardian and SF Weekly.
- Photographer for Radar Magazine's feature on NYC fashion week.

EDUCATION

University of Pennsylvania

Bachelor of Arts in English Literature

Philadelphia, PA

December 1998

San Francisco State Multimedia Studies Program

Coursework in Information Design, Interaction Design and Flash

San Francisco, CA

2007 – 2009

SOFTWARE / SKILLS

- Microsoft Word, Excel, PowerPoint, Project
- Adobe Acrobat, Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks, Flash (Basic knowledge); Lightroom
- OmniGraffle, Keynote, Merlin
- HTML, CSS, JavaScript (basic knowledge), WordPress
- 35mm Digital Photography / Studio Lighting